



Together, let's inspire kids to eat brighter!™



What is the eat brighter!™ movement?



As produce marketers we have the power to increase produce consumption and play a role in ending childhood obesity.

In October 2013, during a White House event with First Lady Michelle Obama, Sesame Workshop and PMA announced the formation of a powerful collaboration committed to helping kids ages 2-5 eat more fresh fruits and vegetables.

On March 31, 2014, the eat brighter!™ movement was launched. The two-year commitment allows suppliers and retailers to tap into the influence of the *Sesame Street* brand and characters to help deliver messages about fresh fruits and vegetables.

What the eat brighter!™ movement provides:



- *Royalty-free* access for fresh produce suppliers and retailers to leverage *Sesame Street* character images for fresh produce packaging, POS, in-store signage, advertising and more.
- A unified industry message to promote something even greater—healthy eating and lifestyles—to children and their families.
- Alignment with the *Sesame Street* brand, trusted by moms and loved by kids.

Interested in learning more?

Here are 4 steps to get started:



- Visit pma.com/eatbrighter for everything you need.
- Download and page through the marketing toolkit to get ideas and inspiration.
- Review the agreement and application.
- Call us! We're here to help, and can answer any questions you have.

Learn more at pma.com/eatbrighter | Join the conversation: [#eatbrighter](https://twitter.com/eatbrighter)

Questions? Please contact the PMA Solutions Center at +1 (302) 738-7100 or solutionctr@pma.com

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